IN THE CLAIMS:

Please amend claims 12 and 25 in accordance with the following listing showing the status of all claims in the application.

1-10   (Canceled)

11.   (Previously Presented) A computer readable medium containing executable instructions that when executed by a computer system implement a method comprising allowing selection of a feedback rule for an online auction contemporaneously with an end-user initiating the online auction, wherein the feedback rule comprises at least one of the group consisting of personalized feedback, conditional feedback and timing of feedback.

12.   (Currently Amended) The computer readable medium as defined in claim 11 wherein allowing selection of the feedback rule for an online auction contemporaneously with an end-user initiating the online auction further comprises allowing the end-user to select at least one feedback rule from the group:

no feedback;

full disclosure;

disclosure of a specified number of leading bids only;

informing a bidder of his rank only if ~~a rank~~ the bidder's rank is among a specified number of leading bids; and

informing a bidder whether a bid submitted by the bidder is among a specified number of leading bids.

13.   (Previously Presented) The computer readable medium as defined in claim 11, the method further comprising allowing the end user to change selection of feedback rules for the online auction during the online auction.

14.   (Original) The computer readable medium as defined in claim 11 wherein allowing selection of the feedback rule for the online auction contemporaneously with the end-user initiating the online auction further comprises allowing selection of at least one the group:

feedback type rules;

feedback timing rules; and

feedback content rules.

15.   (Canceled)

16.   (Previously Presented) The computer readable medium as defined in claim 11 wherein the feedback rule further comprises selecting an event tracked by the online auction, wherein occurrence of the event triggers a change of feedback during the online auction.

17.   (Previously Presented) A computer system, comprising:

a processor operable to execute instructions of an auction program;

a network interface coupled to said processor;

wherein the auction program is operable to provide data to client computers over the network interface for generation of an auction interface, wherein the auction interface permits an

end-user of an online auction to customize feedback of the online auction by selecting a feedback rule, and wherein the feedback rule is from the group consisting of feedback timing, personalized feedback, and feedback based on rank.

18. (Previously Presented) The computer system as defined in claim 17 wherein the auction program is further adapted to allow the end-user to select a feedback rule from a pre-defined list of feedback rules to use for the online auction.

19. (Original) The computer system as defined in claim 18 wherein the feedback rules comprise at least one selected from the group:

feedback type rules;

feedback timing rules; and

feedback content rules.

20. (Original) The computer system of claim 19 wherein the feedback type rules comprise at least one selected from the group:

anonymous feedback; and

personalized feedback.

21. (Original) The computer system of claim 19 wherein the feedback timing rules comprise at least one selected from the group:

periodic feedback;

continuous feedback; and

conditional feedback.

22. (Canceled)

23. (Original) A computer system, comprising:

a means for executing programs and instructions operable to execute instructions of an auction program;

a means for communicating data to network-attached client computer systems, the means for communicating coupled to the means for executing; and

wherein the auction program is operable to provide data to the client computer systems over the means for communicating operable to generate an auction interface, and wherein the auction interface permits an end-user of an online auction to select a feedback from a pre-defined list of feedback rules to use for the online auction.

24. (Original) The computer system as defined in claim 23 wherein the auction program is further adapted to select a feedback from a pre-defined list of feedback rules based on auction details provided by the end-user.

25. (Currently Amended) A system for controlling an auction, comprising:

interface means for providing a user interface through which an end-user may input details for an auction, including feedback rules regarding information provided to bidders about status of the auction; and

auction means for carrying out the auction over a network in accordance with the input ~~rules~~ <u>details</u> for the auction.

26. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to dynamically customize feedback provided to the bidders during the auction.

27. (Previously Presented) A system according to claim 26 wherein the interface means allows the end-user to dynamically customize timing of the feedback provided to the bidders during the auction.

28. (Previously Presented) A system according to claim 25 wherein the details for the auction also include start time of the auction, end time of the auction and details regarding an item to be auctioned.

29. (Previously Presented) A system according to claim 25 wherein the feedback rules include a rule based on a bidder's rank in the auction.

30. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to select from a menu of pre-assembled feedback rules.

31. (Previously Presented) A system according to claim 30 wherein at least one of the pre-assembled feedback rules includes a variable that is specified by the end-user.

32. (Previously Presented) A system according to claim 31 wherein the variable comprises a bidder's rank in the auction.

33. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to assemble new feedback rules by using a scripting language.

34. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to specify that a first feedback rule is followed until a pre-specified event occurs, after which a second feedback rule is followed.

35. (Previously Presented) A system according to claim 25 wherein the interface means allows the end-user to modify the feedback rule during the auction.

36. (Previously Presented) A system according to claim 25 wherein the user interface is a graphic interface.